



**SCOTTSDALE HOUSING BOARD**  
**One Civic Center 3<sup>rd</sup> Floor Conference Room**  
**7447 E. Indian School Road, Scottsdale AZ 85251**  
**December 16, 2003**

**MINUTES**

**PRESENT:** Barbara Williams, Chair  
Robert Southworth, Vice Chair  
Tamela Nagy  
Joseph Priniski

**ABSENT:** Del Monte Edwards  
Jeffrey Burg

**STAFF:** Molly Edwards, Staff Liaison

**OTHERS PRESENT FOR ALL OR PORTIONS OF THE MEETING:**

Raun Keagy, Neighborhood Services Director  
Ed Gawf, Deputy City Manager  
Rick Kidder, Scottsdale Chamber

**CALL TO ORDER**

Chair Williams called the regular meeting of the Scottsdale Housing Board to order at 5:10 p.m.

**APPROVAL OF MINUTES**

Board member Southworth made a motion to approve the minutes of the September 9, 2003 meeting as presented. The motion was seconded by Board member Nagy and passed unanimously.

## **PRESENTATION ON THE “WHICH WAY SCOTTSDALE” REPORT**

Chair Williams introduced Rick Kidder from the Scottsdale Chamber noting that he would be giving a presentation on the “Which Way Scottsdale” Report.

Mr. Kidder provided an overview of the “Which Way Scottsdale Report”. He stated the Morrison Institute did this report and discussed the five major findings in the report:

Legacy at Risk:           How can Scottsdale retain and enhance its great quality of place?

Redefining Greatness: How can Scottsdale shape its niche in a new era?

The Scottsdale Story: How Can the “Three Scottsdale’s work together?

Region on the Rise:   How Can Scottsdale play with “360-degree vision”?

Tougher Agenda:       How will “can-do” Scottsdale get past the “Stopsdale” reputation?

Chair Williams inquired if the City has embraced this report. Mr. Gawf replied that one of the characteristics of a great city is that they are always examining themselves. He further explained that the report states that Scottsdale residents felt there is a confused vision and that concept would reflect that they are in transition. He discussed his views on the report. He commented that downtown Scottsdale and south Scottsdale have immense potential. He further commented they are looking for private investment in the downtown.

Mr. Gawf reported that communities go through stages of development and they are currently in the reinvestment stage. He further reported they have a great opportunity in south Scottsdale to continue to maintain strong residential neighborhoods. They need to maintain the family-oriented neighborhoods. Provide employment opportunities. He remarked schools K -12 are key because the best school systems attract people. He further remarked that it is important they maintain the charm of downtown.

Mr. Gawf noted as they begin the reinvestment stage they need to maintain the quality of their housing stock.

Chair Williams stated they need to have affordable working family housing. She further stated that she did not like the term south Scottsdale because it does not have a good connotation. Mr. Kidder stated that it needs its own cool name and identity.

Mr. Kidder reviewed the Building on Success document that is a strategic marketing plan for the re-vitalization of South Scottsdale. He touched on the highlights of the report. He noted this document was done to take advantage of the “Which Way Scottsdale”

momentum. He discussed what they learned from the marketing audit. He also discussed the site selection research findings. He reviewed the competitive analysis. He stated the marketing plan goals include:

- Attract businesses that employ high paying, educated knowledge workers.
- Target business decision-makers: software, computer services, bio tech, advanced professional services.
- Promise: Only Scottsdale combines affordable, high growth market – with unexcelled, vibrant quality of life – to provide an ideal environment for knowledge businesses
- From: Retirement destination.
- To: The ultimate in live, work, and play

He discussed the communications plan, product improvement focus areas, brand management, and how to make it happen.

He reported the results on this plan would include:

- More high paying jobs
- High profile employers
- Key players in national business community
- Strong position in international business
- More balanced economy
- Increase revenue: ROI
- South neighborhood demand
- Vibrant Downtown Scene
- Enhanced charm
- Re-vitalized south Scottsdale

Mr. Kidder reiterated the importance of having good schools.

Commissioner Nagy commented on the fact that just because you live in Scottsdale does not mean you are in the Scottsdale School District. Mr. Kidder stated he would love to see a consolidation of the school districts because there is a tremendous amount of overlap in responsibilities.

### **STAFF REPORT**

Mr. Keagy reported they would be adding another housing rehabilitation position and hopefully they would be able to double the number of houses they will be rehabilitating.

Mr. Keagy remarked that Molly Edwards has been acting as the temporary Housing Manager for the past year and beginning next month, Molly will be filling the position permanently.

Chair Williams inquired if Ms. Edwards was going to continue with the mediation program. Mr. Keagy stated due to the workload she may have to add additional staff to provide assistance with the program.

Chair Williams commented that it is critical how they handle the next phase.

### **HOUSING CONSULTANT UPDATE**

Ms. Edwards provided an update on the Housing Action Plan and consultant services. She reported they awarded the contract to Rich Crystal in November. She further reported Mr. Crystal is working on the data analysis, collecting data, and meeting with people. They are exploring all options where the program can best fit with respect to the distressed areas. They need to take a phased approach and ultimately develop a five-year plan and make sure they implement it and have successes. However, initially programs developed will focus on the most distressed areas of Scottsdale.

Mr. Keagy stated they want to look at the entire city and see what opportunities exist along with the distressed mature part and the aging housing stock. Chair Williams stated she would agree that they need to look at the entire city so that they are not in the position where they are looking at civil rights issues because of the CDBG Home funding. Ms. Edwards stated the first phase would be to look at the homes that are 50 years or older and it does not matter if they are in north or south Scottsdale.

Ms. Edwards stated she would provide the Board with a general update in January and at the February meeting she should be able to report on the Consultant's recommendations. Chair Williams stated it would be nice to have a summary on where the gaps are.

### **CHAIR'S REPORT**

Chair Williams stated in the past the City has subscribed to the Journal Housing Community Development magazine and provided it to the Board members'. She stated

there is an article titled Smart Growth that discusses the issues of using existing infrastructure, pedestrian walkways, and the character of the community. She suggested staff provide Mr. Kidder and Ed Gawf with a copy of that article.

Chair Williams stated it would be a good idea to receive periodic updates from the Chamber.

Commissioner Nagy inquired how many Board members are they down. Ms. Edwards replied one. She further stated that it is very important whom they chose to serve on the Board. Chair Williams stated they need someone whom is knowledgeable and has a good reputation.

#### **REVIEW OF ANNUAL CALENDAR AND AGENDA TOPICS FOR 2003-2004**

Ms. Edwards presented the Board with a copy of the agenda topics for 2004. Chair Williams stated she felt the calendar should reflect the entire year to ensure that they have everything covered.

Chair Williams noted that last year they appointed a representative to the Human Service CDBG HOME funding meetings. She further noted they need to determine the relationship they would like to structure with them.

**Board member Priniski made a motion to approve the calendar and agenda topics to be completed through December 2004. Second by Board member Nagy and passed unanimously.**

#### **ELECTION OF HOUSING OFFICERS FOR 2004**

Ms. Edwards entertained a motion for election of Chair of the Housing Board.

**Board member Southworth nominated Barbara Williams to serve as Chair of the Scottsdale Housing Board. Second by Board member Nagy and passed unanimously.**

**Chair Williams nominated Robert Southworth to serve as the Vice Chair of the Scottsdale Housing Board. Second by Board member Nagy and passed unanimously.**

#### **OPEN CALL TO THE PUBLIC (A.R.S. 38-431.02)**

No members of the public were present.

#### **ADJOURNMENT**

With no further business to discuss, the regular meeting of the Scottsdale Housing Board was adjourned at 7:25 p.m.

Respectfully Submitted,

"For the Record" Court Reporters